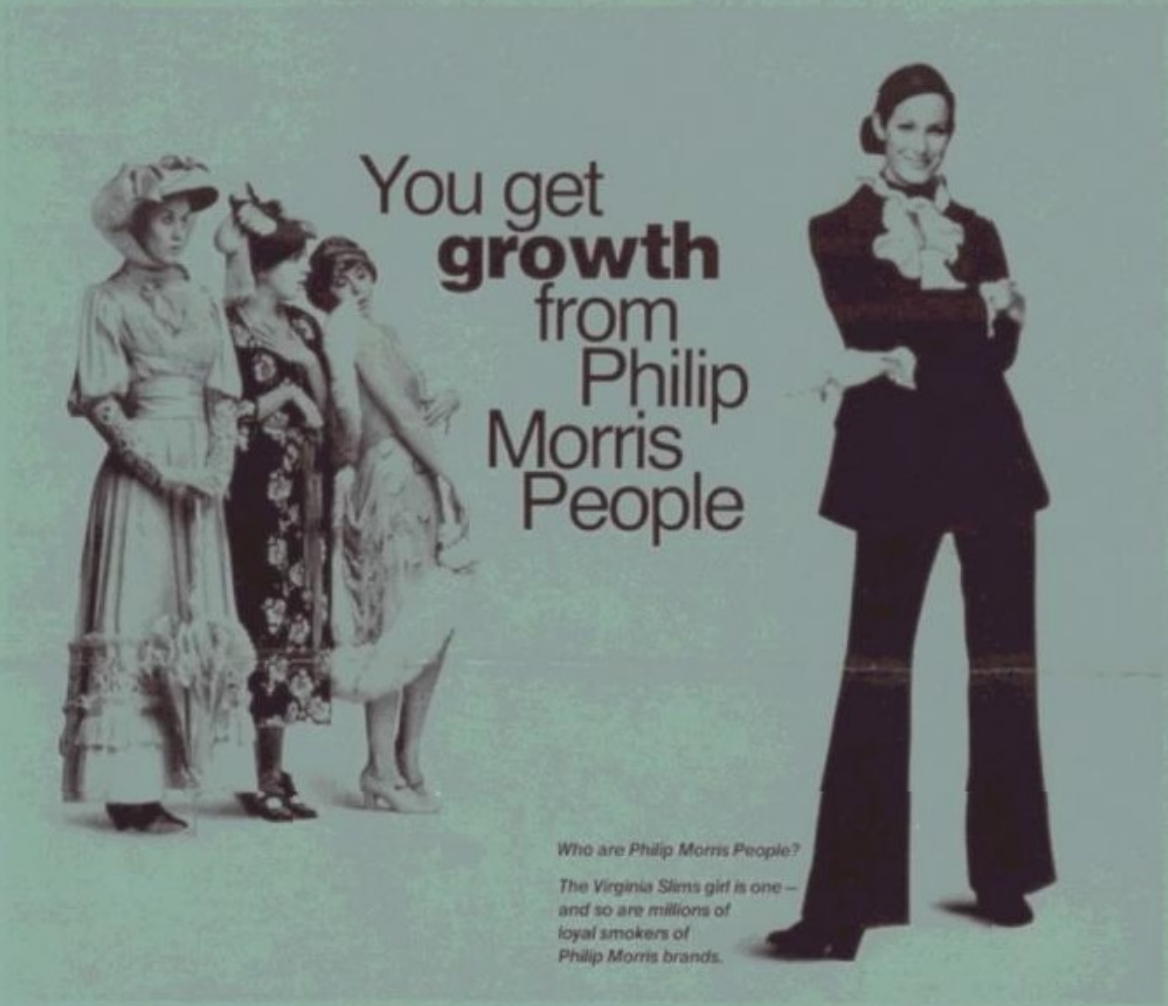
LEO BURNETT COMPANY, *Inc.*
Ad No. S-1837—Growth W/V.S.—Req No. 78595—Bleed Page B/W—85x11—Tobbacco Trade—72 (8)
Printed in U.S.A.



☐ Overall, Philip Morris sales were up +11%. Marlboro Red, America's fastest-growing cigarette, was up +14.4%. Marlboro 100's, up +24%. Benson & Hedges 100's, up +12%. Virginia Slims, up +10%. Parliament, up +8%.

☐ 1971 was our 16th consecutive year of sales increases.

☐ Philip Morris People grow on you.

Philip Morris
USA

Our people make money for you

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Source: https://www.industrydocuments.ucsf.edu/docs/qmhx0001

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